

Message Text

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ACTION EUR-12

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UNCLAS BUCHAREST 3721

USIA FOR IMV/R JACK DENNIS

EO 11652: NA
TAGS: SCUL RO
SUBJECT: PROPOSALS FOR 50 ANNIVERSARY OF AMPAS

REF: USIA 13840

1. POST HAS LONG FELT THAT PROGRAMS DEPICTING AND EXPLAINING
AMERICAN MOTION PICTURE INDUSTRY HIGHLY USEFUL IN REACHING
BROAD CROSS-SECTION OF PRIMARY AUDIENCES. WE WHOLEHEARTEDLY
APPLAUD IMV/R INITIATIVE AND DEFINITELY WANT TO BE COUNTED IN.

2. REGARDING SPECIFIC PROPOSALS:

A. VTR: POST PREVIOUSLY REQUESTED VTR (DUBBED IN ROMANIAN) ON THIS
SUBJECT AND IT WAS USED SUCCESSFULLY DURING 1976 FILM FESTIVAL. WE
WOULD HOPE THAT NEW PRODUCTION WOULD DIFFER SOMEWHAT IN CONTENT
(PERHAPS EMPHASIZING HISTORY AND DEVELOPMENT OF ACADEMY INSTEAD
OF HOW IT FUNCTIONS) AND COULD ALSO BE DUBBED BY AGENCY.

B. SERIES OF FILMS: PRESENTED AS A FILM WEEK THIS WOULD BE
EXTREMELY SUCCESSFUL AND, IF POSSIBLE, WE WOULD HOPE THAT TITLES
WOULD BE FROM DIFFERENT EPOCHS, REFLECT DIFFERENT GENRES AND
INCLUDE MOST RECENT WINNER (BEST PICTURE).

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C. SPEAKER: THIS WOULD BE EFFECTIVE BUT ONLY IF WELL-KNOWN
FIGURE (ACTOR, ACTRESS, DIRECTOR, PRODUCER, CRITIC, STUDIO CHIEF)
WAS AVAILABLE. POST KNOWS FROM PREVIOUS UNSUCCESSFUL EFFORTS
DIFFICULTIES INVOLVED IN ARRANGING TWO TO THREE DAY VISIT OF
MAJOR FIGURE. SINCE TIME FACTOR IS FLEXIBLE AND PROGRAM IMPACT
WOULD BE EXTREMELY SIGNIFICANT POST FEELS ITS WORTH AGENCY EFFORT
TO INDUCE MAJOR PERSONALITY TO COME PERHAPS ON THREE OR FOUR

COUNTRY SWING OF EASTERN EUROPEAN COUNTRIES.

D. MOVIE POSTERS: WE CAN USE AS MANY AS CAN BE PROVIDED.

E. ARTICLES FOR PRESS PLACEMENT: THIS WOULD BE EXTREMELY DIFFICULT BUT FOR FILM FESTIVAL PERHAPS ONE OR TWO COULD BE TRANSLATED AND DISTRIBUTED TO AUDIENCE.

F. VOA INTERVIEWS: PLACEMENT CHANCES SLIM BUT POST MIGHT FIND IN-HOUSE USE FOR INTERVIEWS.

G. BROCHURES: SAME AS WITH POSTERS.

H. BOOK EXHIBIT: WOULD BE POPULAR AND WE WOULD BE WILLING TO PURCHASE SET FOR PERMANENT RETENTION IF NOT TOO EXPENSIVE. EXHIBIT SHOULD INCLUDE CRITICAL REVIEWS, ANALYSES, PICTURE BOOKS, BIOGRAPHIES AND FAMOUS SCRIPTS IN BOOK FORM.

I. PHOTO EXHIBITS: "HOLLYWOOD STAR" EXHIBIT PRODUCED BY RPO VIENNA USED IN CONNECTION WITH LAST YEAR'S FILM FESTIVAL DREW RAVE COMMENTS. HOPE THIS EXHIBIT WOULD INCLUDE PICTURES OR DRAWINGS OF SETS, TECHNOLOGICAL ADVANCEMENTS AS WELL AS PERSONALITIES.

J. FILM WEEK PROPOSAL: AGREE. SEE RESPONSE POINT B.

K. FAN CLUB: NOT A FACTOR HERE BUT WE WOULD HOPE THAT FILM WEEK WOULD INCLUDE A SMALL NUMBER OF SHORT FILMS PARTICULARLY ANIMATION.

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L. TECHNICAL ACHIEVEMENT: AN EXCELLENT FILM OR TWO ON THE TECHNICAL DEVELOPMENT OF THE INDUSTRY PLUS A DISC PLAYER OR HOLOGRAPHY EQUIPMENT WOULD BE MOST WELCOMED.

M. FOREIGN FILMS: TO BEST OF OUR KNOWLEDGE NO LOCAL WINNERS HERE BUT LOCAL PERSONALITIES MIGHT POSSIBLY BE WILLING TO TAKE PART IN ASPECTS OF PROGRAM PARTICULARLY IF TOP-LEVEL AMERICAN SPEAKER(S) ATTENDS.
BARNES

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Message Attributes

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